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Ministry of Advanced Education

ROYAL ROADS TO OFFER MASTER'S IN TOURISM MANAGEMENT

VICTORIA – Royal Roads University is adding a master of arts in tourism management to meet market needs and provide greater choice for students in this growing industry, Advanced Education Minister Murray Coell announced today.

"Tourism continues to be a thriving industry both globally and here at home as British Columbia prepares to host the 2010 Olympics," Coell said. "As demand for tourism services grows, so does the demand for qualified, experienced managers. This degree offers students the opportunity to fill the need."

This fall Royal Roads University will begin offering the new degree program, which will include four areas of study: leadership, destination development, sustainable tourism and applied research. It will complement the university's bachelor of arts and master of arts in international hotel management.

"With the privilege of having a university located on one of the largest national historic sites in Canada, Royal Roads is uniquely positioned as both a tourism destination and educator, making it a 'living learning lab' for tourism and hospitality and especially sustainable tourism," said Royal Roads president Allan Cahoon. "This degree allows RRU to further our unique mandate to provide relevant and applied programs for people who want to advance in the workplace."

The World Travel and Tourism Council notes tourism directly employed an estimated 8.7 per cent of all those employed worldwide, or one in every 11.5 jobs in 2006. In British Columbia, tourism is the third-largest economic sector, with revenues increasing annually.

Since 2003, the Ministry of Advanced Education has approved over 150 new undergraduate and graduate degree programs. The new degrees are helping B.C. improve its competitiveness and productivity through education and skills training.

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